



## **BEARFACTS 1996 – 2006**

### **Baton Rouge (MSA) [12940]**

Baton Rouge is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2006 population of 764,488 ranked 67th in the nation.

#### **PER CAPITA PERSONAL INCOME**

In 2006 Baton Rouge had a per capita personal income (PCPI) of \$31,443. This PCPI ranked 192nd in the United States and was 86 percent of the national average, \$36,714. The 2006 PCPI reflected an increase of 4.3 percent from 2005. The 2005-2006 national change was 5.6 percent. In 1996 the PCPI of Baton Rouge was \$20,998 and ranked 201st in the United States. The 1996-2006 average annual growth rate of PCPI was 4.1 percent. The average annual growth rate for the nation was 4.3 percent.

#### **TOTAL PERSONAL INCOME**

In 2006 Baton Rouge had a total personal income (TPI) of \$24,038,096\*. This TPI ranked 68th in the United States. In 1996 the TPI of Baton Rouge was \$14,247,384\* and ranked 73rd in the United States. The 2006 TPI reflected an increase of 9.2 percent from 2005. The 2005-2006 national change was 6.7 percent. The 1996-2006 average annual growth rate of TPI was 5.4 percent. The average annual growth rate for the nation was 5.4 percent.

#### **COMPONENTS OF TOTAL PERSONAL INCOME**

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Baton Rouge. In 2006 net earnings accounted for 69.5 percent of TPI (compared with 69.1 in 1996); dividends, interest, and rent were 13.4 percent (compared with 16.4 in 1996); and personal current transfer receipts were 17.1 percent (compared with 14.5 in 1996). From 2005 to 2006 net earnings increased 10.2 percent; dividends, interest, and rent increased 26.3 percent; and personal current transfer receipts decreased 4.4 percent. From 1996 to 2006 net earnings increased on average 5.4 percent each year; dividends, interest, and rent increased on average 3.3 percent; and personal current transfer receipts increased on average 7.1 percent.

#### **EARNINGS BY PLACE OF WORK**

Earnings of persons employed in Baton Rouge increased from \$16,945,610\* in 2005 to \$18,735,064\* in 2006, an increase of 10.6 percent. The 2005-2006 national change was 5.7 percent. The average annual growth rate from the 1996 estimate of \$11,059,794\* to the 2006 estimate was 5.4 percent. The average annual growth rate for the nation was 5.5 percent.

*\*Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

USDOC, Bureau of Economic Analysis, April 24, 2008